

AMENDMENTS TO AND LISTING OF THE CLAIMS

The following listing of claims will replace all previous listings of the claims in this case.

1. - 13. (Cancelled)

14. (Currently amended) The composition of claim 16, wherein the constituent of the ~~film~~ ~~matrix~~ ~~flakes~~ is a whitening agent.

15. (Canceled)

16. (Currently amended) A dentifrice composition comprising an orally acceptable vehicle having distributed therein flakes formed from a water hydratable film matrix, wherein the matrix comprises a water soluble hydroxyalkyl cellulose polymer and wherein the flakes contain a constituent selected from a therapeutic material, decorative material, and combinations thereof. and the flakes are present in the composition in an amount of about 0.05 to about 1.0% by total weight of the composition.

17. (Currently amended) The composition of claim 16, wherein the composition is a substantially clear gel and the ~~film~~ flakes contain a decorative colorant.

18. (Currently amended) The composition of claim 16, wherein the ~~film~~ flakes contain a therapeutic constituent.

19. (Previously Presented) The composition of claim 16, wherein the constituent is an antibacterial agent.

20. (Previously Presented) The composition of claim 16, wherein the constituent is a anticalculus agent.

21. (Previously Presented) The composition of claim 20, wherein the anticalculus agent is selected from a pyrophosphate salt, sodium hexametaphosphate and a cyclic phosphate.

22. (Previously Presented) The composition of claim 16, wherein the constituent is a breath freshening agent.

23. (Cancelled)
24. (Previously Presented) The composition of claim 16, wherein the constituent is selected from a calcium salt or a fluoride salt.
25. (Previously Presented) The composition of claim 16, wherein the constituent is an agent selected from triclosan, zinc gluconate, zinc citrate, alpha ionone, potassium nitrate, pantheon, retinyl palmitate, tocopherol acetate, chamomilla recutita, mentha piperita, salvia officinalis, and commiphora myrrha.
26. (Currently amended) The composition of claim 25, wherein the agent is present in the ~~film flake flakes~~ at a concentration of about 0.1% to about 2% by weight.
27. (Currently amended) The composition of claim 25, wherein the agent is present in the ~~film flake flakes~~ at a concentration of about 0.15% to about 5% by weight.
28. (Previously Presented) The composition of claim 16, wherein the constituent is a flavorant.
29. (Currently amended) The composition of claim 28, wherein the flavorant is present in the ~~film flake flakes~~ at a concentration of about 15 to about 25% by weight of the film flake.
30. (Currently amended) The composition of claim 16, wherein the ~~film flake matrix flakes~~ is a shaped two dimensional flake.
31. (Currently amended) The composition of claim 16, wherein the ~~film has flakes have~~ a thickness of about 0.5 microns to about 10 microns.
32. (Currently amended) The composition of claim 16, wherein the ~~film has flakes have~~ has a particle size of about 0.01 to about 0.50 inches.
33. (Currently amended) The composition of claim 16, wherein the ~~film has flakes have~~ has a barrier overcoat.
34. (Previously Presented) The composition of claim 16, wherein the composition further comprises a polishing agent that is characterized by a refractive index that is substantially similar to the refractive index of the composition.

35. (Previously Presented) The composition of claim 16, wherein the polishing agent is selected from colloidal silica or an alkali metal aluminosilicate complexes.

36. (Previously Presented) The composition of claim 16 wherein the matrix is comprised of a homogeneous mixture of a water soluble hydroxyalkyl cellulose polymer and a starch.

37. (Currently amended) A dentifrice composition comprising an orally acceptable vehicle and flakes, wherein the flakes are distributed within the vehicle, comprise from about 0.05 to about 1.0% by total weight of the composition, and are comprised of a water soluble film matrix and a constituent selected from a therapeutic material, decorative material, and combinations thereof, wherein the matrix comprises a water soluble hydroxyalkyl cellulose polymer and wherein the matrix contains the constituent.

38. (Previously Presented) The composition of claim 37, wherein the constituent comprises a whitening agent.

39. (Previously Presented) The composition of claim 38, wherein the whitening agent is selected from hydrogen peroxide and urea peroxide.

40. (Previously Presented) The composition of claim 37, wherein the vehicle is a substantially clear gel and the flakes comprise additionally a decorative colorant.

41. (Previously Presented) The composition of claim 37, wherein the constituent comprises a therapeutic agent.

42. (Previously Presented) The composition of claim 37, wherein the constituent comprises an antibacterial agent.

43. (Previously Presented) The composition of claim 37, wherein the constituent comprises an anticalculus agent.

44. (Previously Presented) The composition of claim 43, wherein the anticalculus agent is selected from pyrophosphate salt, sodium hexametaphosphate and cyclic phosphate.

45. (Previously Presented) The composition of claim 37, wherein the constituent comprises a breath freshening agent.
46. (Previously Presented) The composition of claim 37, wherein the constituent comprises a desensitizing agent.
47. (Previously Presented) The composition of claim 37, wherein the constituent is selected from a calcium salt or a fluoride salt.
48. (Previously Presented) The composition of claim 37, wherein the constituent comprises up to about 30% by weight of the flakes.
49. (Previously Presented) The composition of claim 37, wherein the constituent comprises an agent selected from triclosan, zinc gluconate, zinc citrate, alpha ionone, potassium nitrate, pantheon, retinyl palmitate, tocopherol acetate, chamomilla recutita, menthe piperita, salvia officinalis, and commiphora myrrha.
50. (Previously Presented) The composition of claim 49, wherein the agent comprises from about 0.1% to about 2% by weight of the flakes.
51. (Previously Presented) The composition of claim 49, wherein the agent comprises from about 0.15% to about 5% by weight of the flakes.
52. (Previously Presented) The composition of claim 37, wherein the constituent comprises a flavorant.
53. (Previously Presented) The composition of claim 37, wherein the constituent comprises a vitamin.
54. (Previously Presented) The composition of claim 53 wherein the vitamin is selected from pantheon, retinyl palmitate and tocopherol acetate.
55. (Previously Presented) The composition of claim 37 wherein the matrix is comprised of a homogeneous mixture of a water soluble hydroxyalkyl cellulose polymer and a starch.